

REQUEST FOR QUALIFICATIONS IPM CERTIFICATION PROGRAM MANAGER

You are invited to submit a Statement of Qualifications to provide professional services to the Association of Bay Area Governments (ABAG), which is seeking a Program Manager for the *EcoWise Certified* program. ABAG is providing fiscal, contract management and administrative services for *EcoWise Certified*, which is funded through a grant from the California Department of Water Resources. Any contract resulting from this solicitation will be negotiated and administered by ABAG.

I. Background

ABAG administers *EcoWise Certified*, an IPM certification program to recruit, certify and market practitioners of structural IPM in the San Francisco Bay/Sacramento area. The long term goal of this program is provide a clear means for IPM service providers to distinguish themselves in the marketplace and provide a legitimate alternative to conventional pest control services for public agencies, institutions, commercial property owners and other customers.

II. Primary Tasks

The primary tasks for the Program Manager are to expand the *EcoWise Certified* program by recruiting, qualifying, testing and certifying pest management professionals; establishing *EcoWise Certified* as a trusted resource for the pest management industry and for potential customers; coordinating training opportunities; providing IPM resources to local governments; and building the customer base by marketing *EcoWise Certified* service providers to public agencies, businesses, institutions and residents.

Project partners are ABAG, the San Francisco Estuary Project, the City and County of Sacramento, and the Bio-Integral Resource Center (BIRC). Representatives of these organizations compose a Project Coordinating Committee.

III. Services Required

The Contractor shall perform all aspects of the required work as described in the Statement of Work: IPM Certification Program Manager. The Contractor will be the lead person to implement the IPM Certification Program for the San Francisco Bay Area and Sacramento.

IV. Compensation

The Contractor must be independent. No benefits are provided. All services will be paid for on an hourly basis with pre-approved direct costs to be billed on an as-expended basis. Contractor is responsible for payment of applicable state and federal taxes. Up to \$150,000 is available for Contractor services and expenses.

V. Time Frame

This solicitation is for part-time work on an as-needed basis, consistent with the tasks required in the Statement of Work. **The anticipated Start Date is September 1, 2007.** Current expectation is that the position will be funded for approximately 18 months but may be extended if additional funds become available.

VI. Pre-qualified List

Based on the quantified numerical scores of submittals made in response to this request and the numerical rating of contractors invited to interview, ABAG will maintain a pre-qualified list of finalists in order of their ranking. A contract for work will be negotiated with the highest scoring finalist. If that finalist is not available due to time constraints, etc. or we are unable to reach agreement on a reasonable cost, we would proceed to negotiate with the second ranking finalist and so on.

VII. Selection Procedure

Every submittal will be evaluated according to the criteria below. Numerical scores will be tabulated for each offer.

- 1) Relevant Qualifications and Experience—The Contractor will be evaluated based on the level of experience and background in performance of similar projects/programs.
- 2) Educational and Professional Background—The Contractor must possess the educational requirements listed in the Statement of Work.
- 3) Submittal—The Contractor will be evaluated based on the adequacy of the submittal to respond to the goals and objectives of this Request for Qualifications (RFQ). Statements must respond to all requirements of the RFQ, and must include all information specifically required in all sections of the RFQ.

Highest ranking candidates may be invited to an interview at the ABAG offices, 101, Eighth Street, Oakland CA 94607 at their own expense. This interview will be with the Project Coordinating Committee. Candidates will be expected to make a presentation of their qualifications and engage in a structured dialogue with the Committee with respect to the Program Manager's role and duties.

The responsible Contractor whose Statement of Qualifications is most advantageous to ABAG, taking into account the evaluation factors and costs, will be awarded first place on the pre-qualified list. Our objective is to obtain the highest qualified candidate to achieve the objectives within a realistic time frame and reasonable cost. Qualifications and experience as a whole are more important than cost.

This RFQ does not commit ABAG to award a contract. Applications will only be considered for the Pre-Qualified List at this time. Applicants are informed that the award of any contract as the result of this solicitation is contingent upon the availability of funds.

Award of a contract may not be made to any Contractor unless an agreement can be secured for all general and special contract provisions.

VIII. What to Submit

To provide an objective, fair review of all statements of qualifications, the submittals are to include only the following information:

- 1) Transmittal Letter—Normal transmittal letter, covering highlights and unique features of your qualifications and why you are interested in this position. Any special terms and conditions related to this request should also be summarized in this portion of the statement. The letter should include your office address.
Length: Two (2) pages maximum.
- 2) Statement of Qualifications—Provide a definitive statement of qualifications that allow you to accomplish the requirements as stated in this RFQ. Describe how your past experience/work would be applicable to the Project and Statement of Work.
Length: Four (4) pages maximum.
- 3) Relevant Experiences—Provide a summary of relevant experience for at least the last 3 years.
Length: Two (2) page maximum.
- 4) Educational and Professional Background—Provide a summary of educational background, including degrees. Also include special professional and/or project experience.
Length: Three (3) pages maximum.
- 5) List of Client References—Provide a list of clients or previous employers to be used as references for your work, including contact name, address, telephone number, nature of jobs, length of engagement, amount of compensation (e.g. 1 year, \$ 35,000).
Length: One (1) page maximum.
- 6) Standard Billing Information—Provide billing rates, including overhead.
Length: One (1) page maximum.
- 7) Writing Sample—This could be a short report or similar document.
Length: Two (2) pages minimum, ten (10) pages maximum.

We require two (2) hard copies and an electronic submittal of your statement package.

Statements are due in the ABAG offices no later than Monday, July 2, 2007, at the close of business, 5:00 P.M. Questions may be directed to Ceil Scandone, Senior Regional Planner, ABAG, P.O. Box 2050, Oakland CA 94604, phone 510-464-7961, fax 510-433-5561, email CeilS@abag.ca.gov.

IX. Where to Submit Application

If mailed, address to:

Ms. Ceil Scandone
Regional Planner
ABAG
P.O. Box 2050
Oakland CA 94604-2050

If hand delivered or by overnight mail:

Ms. Ceil Scandone
Regional Planner
ABAG
101 Eighth St.
Oakland CA 94607-4756

Electronic Copy must be sent to CeilS@abag.ca.gov

(Receipt in our office must be by the deadline stated regardless of postmark.)

Attachment 1 – Statement of Work – IPM Certification Program Manager

Background

Under supervision and with support, Contractor will be the lead person to implement EcoWise Certified, an Integrated Pest Management (IPM) Certification Program for the San Francisco Bay Area and Sacramento. The program is overseen by a Coordinating Committee composed of representatives from the Association of Bay Area Governments, The San Francisco Estuary Project, the Bio-Integral Resource Center, and the City and County of Sacramento. The Program Manager will report to ABAG and receive general policy guidance from the Coordinating Committee. Administrative support will be from ABAG staff and others as needed.

Typical Duties

Typical duties of the Program Manager will include:

- Managing the implementation of the IPM certification program, providing input into the development of program materials, and participating in coordinating committee meetings and other meetings as necessary.
- Evaluating and reporting on the success of the implementation and providing suggestions for changes.
- Participating in strategic planning.
- Helping interested parties to become certified and holding introductory workshops that will explain the program to professionals.
- Preparing, publicizing and administering certification exams.
- Helping to market the program to public agencies, businesses and the general public. This may include making presentations, responding to information requests, media relations, preparing press releases, etc.
- Developing/maintaining relationships with stakeholders, including state and federal agencies and boards, environmental organizations, academic institutions and pest control industry leaders
- Overseeing ongoing maintenance of the Program website.
- Facilitating Technical Advisory Committee meetings.

- Identifying independent field evaluators and ensuring they are trained to evaluate companies interested in becoming certified.

Qualifications

A typical way of meeting the education, expertise and experience required for this position includes the following:

Education

- MS/MA with significant course work in entomology, pest management, or a closely related field.
- Graduate degree in any of the above fields is desirable.

Knowledge/Expertise

- Knowledge of structural and landscape IPM principles and practices.
- Familiarity with the structural pest control and landscape businesses is desirable.
- Ability to work with diverse groups, facilitate meetings and resolve conflicts.
- Skill in building relationships.
- Ability to take initiative and leadership.
- Excellent communication skills, both verbal and written, in order to make public presentations and compose correspondence and reports.
- A clear, concise prose style with attention to proper English usage is very important.
- Computer application skills including experience with word processing and spreadsheet software.

Experience

- A minimum of five years of work experience in research, education and/or business, related to the IPM field.
- Program management, budgeting, and marketing.